

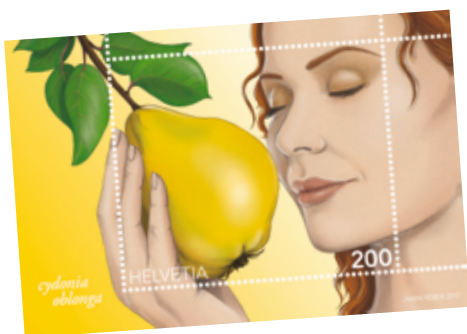
500 years Bern Cathedral  
vaulted ceiling  
**The Heavenly Court**

Letter vs. e-mail  
**When digital goes analogue**

Emoji  
**The emoji takes off**



3/2017



Miniature sheet **Quince scent**

# Focus on stamps

The Collector's Magazine

**SWISS POST**

*Yellow in motion.*

# SPECIAL OFFER

## for all "Focus on stamps" readers



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album incl.  
matching  
slipcase and  
10 sheets

## OPTIMA album set

OPTIMA F ringbinder with matching slipcase and 10 sheets for 40 first-day covers, picture postcards, special envelopes, special blocks, booklets and letters up to 180 x 120 mm in size.

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|----------------------------|-----------------|-----------------|
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|       |                 |                                                                                                      |
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☐ Ref.No. 347 906, brown **CHF 27.50**  
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☐ Ref.No. 322 646, sheets (10 pcs.) **CHF 9.90**  
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☐ debit to postal account (IBAN-No.):

CH

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Credit card no.

Expiry date (month/year)

Date/Signature:

**SWISS POST**

## Dear Reader

Once again it's time for the latest issue of Focus on stamps. We will be giving you an inside look at Bern Cathedral's vaulted ceiling, as well as background on the historic 150th anniversary of the Tübli letters. We also closely explore the topic of letter vs. e-mail and provide collectors with an opportunity to take an "analogue" selfie.

Tapping into the possibilities offered by this bridge between digital and physical communication, the Postcrossing organization helps people to find pen friends across the globe.

Dear stamp enthusiasts – who doesn't use emojis, those popular icons of our time? Smileys are everywhere. They underline our thoughts, put messages into context or reinforce them, and even replace entire words or sentences. Now you can use emojis in physical modes of communication too and give your emotions free rein.

And while we're on the subject of emotions and feelings, even the sense of smell features in the present issue, celebrating nothing less than Switzerland's Fruit of the Year 2017. A special delight for the nose!

Our magazine closes with a journey to a typical Swiss countryside setting of particular beauty – the Creux du Van. And since no trip would be complete without railway stations, we are naturally continuing with our series of definitive stamps.

Before you start leafing through the magazine, I would like to thank you – our valued customers – once again for your loyalty. Enjoy a fascinating read.



*R. Heini*

Roman Heini  
Head of Stamps  
& Philately



Art, wonders of nature, and modern expressions of emotion.  
Some of the wide range of topics covered in this issue.

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## Post office account numbers to be replaced by IBAN

The Single Euro Payments Area (SEPA) is making national procedures, standards and formats superfluous for European payment transactions. The Swiss financial centre is using this move towards harmonization to streamline and – primarily – standardize its payment instruments.

The systems within the Swiss Post Group are also affected by this change. Consequently, all post office account numbers

are to be replaced by an IBAN (International Bank Account Number).

The IBAN is a nationally and internationally valid account number format. It allows payments to be automated, facilitating faster and more cost-effective settlement.

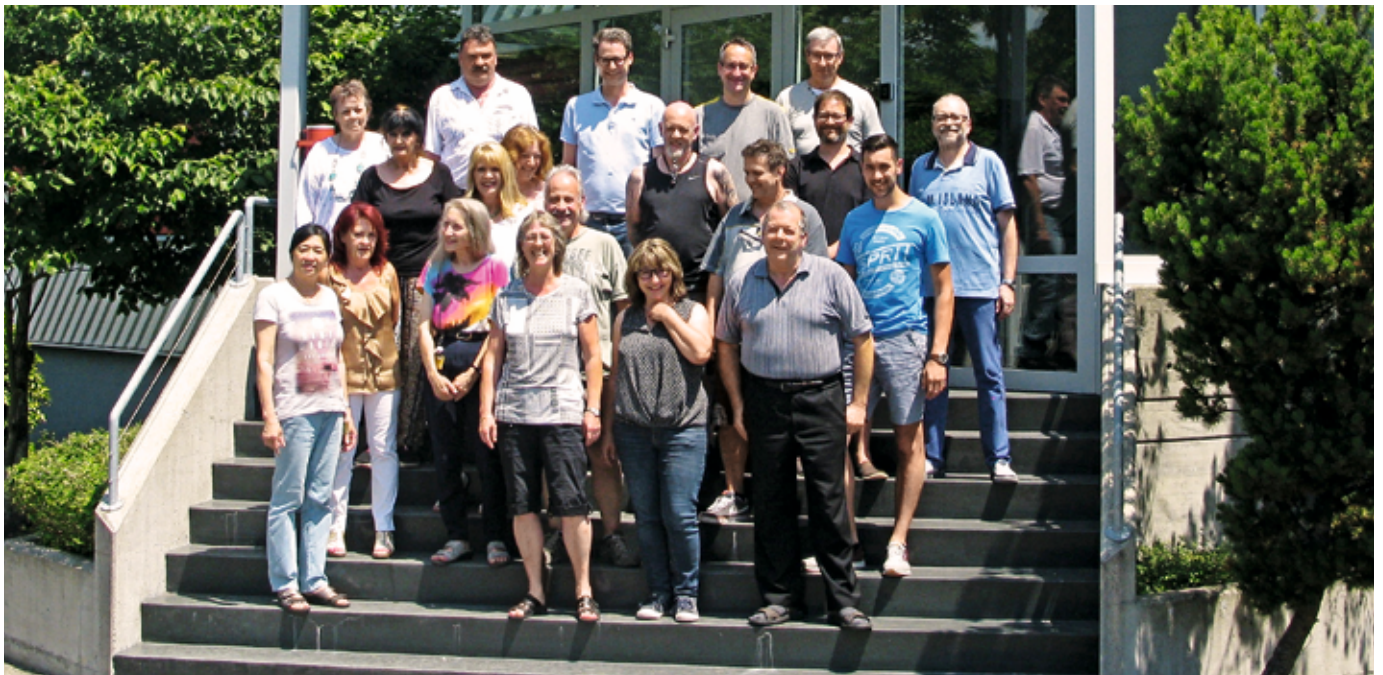
All our forms will be updated to factor in the replacement of post office account numbers.

**We therefore ask to you to indicate the IBAN in place of the post account number on your orders.**

**For more information, please go to [postfinance.ch/iban](https://postfinance.ch/iban)**

Our Customer Service will be happy to assist if you have any questions.

## Relocation of Retail Logistics



The Retail Logistics and Cancellation Service team at the new location in Lyss. Photo: Nico Odermatt

### From Bern to Lyss

Retail Logistics Post Offices & Sales took advantage of the “summer break” to relocate from Bern to Lyss. As most of us know, moving means a lot of work and careful planning. But once the move is over, you are certain to enjoy the considerable benefits of living or working at the new location. The Retail Logistics and Cancellation Service team are delighted with the extra space and ergonomic workplaces in Lyss.

A move also spells changes: during the relocation project phase, procedures and processes were reviewed with an eye to identifying areas for improvements. Collectors should also note that we will no longer be communicating an explicit date for advance sales (previously one week before the first issue date). That being said, advance orders and subscription deliveries will still be sent to you a few days before the first issue date. Stamps will continue to be available at stamp counters one week before the issue date.

As a result of the move, we also have a new address. **Please send your correspondence and orders (including cancellation orders) to the following address:**

Post CH Ltd  
Post Offices & Sales  
Retail Logistics  
Order Processing  
Werkstrasse 41  
3250 Lyss

# Events calendar for the second half of 2017

| Month     | Key | Date      | Town             | Occasion                                                        |
|-----------|-----|-----------|------------------|-----------------------------------------------------------------|
| August    | F/E | 25–27.8.  | 's-Hertogenbosch | Multilateral Hertogpost 2017                                    |
| September | SP  | 2.9       | Interlaken       | Unspunnen                                                       |
|           | I   | 7.9       |                  | <b>Issue date</b>                                               |
|           | SP  | 29–30.9.  | Burgdorf         | GABRA VI exhibition of postal documents and stationeries        |
| October   | F   | 6.10      |                  | Focus on stamps 4/2017: The Collector's Magazine                |
|           | F/E | 26–28.10. | Sindelfingen     | Internationale Briefmarken-Börse (International Stamp Exchange) |
| November  | F/E | 9–12.11.  | Paris            | 71 <sup>st</sup> Autumn Philatelic Exhibition                   |
|           | I   | 16.11     |                  | <b>Issue date</b>                                               |
|           | F/E | 24–26.11. | Verona           | Veronafil 2017                                                  |
|           | SP  | 24–26.11. | Sainte-Croix     | Stamp Day 2017                                                  |
| December  | SP  | 3.12      | Wienacht-Tobel   | Christmas fair                                                  |
|           | SP  | 12–15.12. | Bern-Bethlehem   | Christmas post office                                           |

|            |                                            |
|------------|--------------------------------------------|
| <b>Key</b> |                                            |
| I          | Issue date for stamps/postal stationery    |
| F          | Focus on stamps (The Collector's Magazine) |
| F/E        | Fair/Exhibition                            |
| SP         | Special post office                        |

Subject to changes and additions.  
You can always find the latest version at [www.swisspost.ch/stamps](http://www.swisspost.ch/stamps).

## Issuing programme

| Issue date:  |       | 16 November 2017                                                                                             |     |       |                                                                    |     |       |                                                                                                                                           |   |      |                                                      |
|--------------|-------|--------------------------------------------------------------------------------------------------------------|-----|-------|--------------------------------------------------------------------|-----|-------|-------------------------------------------------------------------------------------------------------------------------------------------|---|------|------------------------------------------------------|
| Featured in: |       | Focus on stamps 4/2017 dated 6 October 2017                                                                  |     |       |                                                                    |     |       |                                                                                                                                           |   |      |                                                      |
| No.          | Value | Description                                                                                                  | No. | Value | Description                                                        | No. | Value | Description                                                                                                                               |   |      |                                                      |
| 1            | 1.00  | Special stamp<br>Your loved one                                                                              | 1   | 1.50  | Special stamps<br>with surcharge<br>Stamp Day 2017<br>Sainte-Croix | 1   | 1.00  | Special stamps<br>Swiss cow                                                                                                               | 1 | 4.00 | Definitive stamp<br>Swiss railway stations<br>Zurich |
| 2            | 2.75  | Special stamps<br>with surcharge<br>Pro Juventute –<br>At school<br>0.85+0.40 Geography<br>1.00+0.50 Singing | 1   | 2.50  | Picture postcard<br>Stamp Day 2017<br>Sainte-Croix                 | 4   | 5.35  | Special stamps<br>Christmas<br>Jingle Bells<br>Silent night, holy night<br>We wish you a merry<br>Christmas<br>Snow falls softly at night |   |      |                                                      |
|              |       |                                                                                                              |     |       |                                                                    |     |       |                                                                                                                                           |   |      | Subject to change.<br>Version: June 2017             |

**Swiss Post's General Terms and Conditions of Business concerning the purchase of stamps and philatelic items form an integral part of individual orders and are tacitly accepted by each customer who sends an order.**

These Terms and Conditions can be ordered by telephone (+41 [0]848 66 55 44) or by e-mail ([stamps@post.ch](mailto:stamps@post.ch)). They are also available at [swisspost.ch/gtc-philatelic](http://swisspost.ch/gtc-philatelic).



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■ Website: [postshop.ch/focus-on-stamps-online](http://postshop.ch/focus-on-stamps-online)  
■ Shop: [postshop.ch](http://postshop.ch)

### "Focus on stamps" No. 3/2017

Copy deadline: 27.6.2017  
Distribution: from 27.7.2017  
Stamp issues: 7.9.2017

# The Heavenly Court

The cornerstone for the decades-long construction of Bern cathedral was laid in 1421. Completion of the vaulted ceiling in 1517 still marks an impressive milestone to the current day.

The year 1517 is mentioned in an inscription at the choir side of the chancel arch, together with the name of the master mason: Peter Pfister.

Two vault caps also bear the signature of painter Nikolaus Manuel Deutsch, who was responsible for the colourful design of the vaulted ceiling. The oeuvre, dubbed the “Heavenly Court”, has been undergoing restoration since 2014. It was ascertained that the colours of the 86 larger-than-life-sized statues of saints adorning the keystones of the marvellous reticulated vaulted ceiling are virtually still in their original condition from 1517: with flesh tones and clothes made of precious pigments, gilding and lustre. Peter Pfister’s construction intertwines the so-called 3/8 termination, the two narrow adjacent trestles and both wide west sections to form a spatial and architectural unit. The Heavenly Court above the Bern Cathedral choir is one of the largest and most valuable surviving late-medieval sculptures in Europe today.

The first of the two special stamps depicts one such statue: Saint Sebastian, Roman soldier and Christian martyr. The second motif offers a view of the centre of the reticulated vaulted ceiling, with Bern’s coat of arms.



## 500 years Bern Cathedral vaulted ceiling

CHF 1.00 Coat of arms • CHF 1.00 Statue

Order using the enclosed  
order form or at postshop.ch

|            |                              |                             |                                   |
|------------|------------------------------|-----------------------------|-----------------------------------|
| <b>Set</b> | <b>Set of blocks of four</b> | <b>Sheetlet of 8 stamps</b> | <b>Unstamped covers/sheetlets</b> |
| A167 150 ★ | A167 160 ★                   | <b>1.00</b> Coat of arms    | <b>C6</b> (162×114 mm)            |
| A167 550 ☉ | A167 560 ☉                   | A167 311 ★                  | A167 700                          |
| CHF 2.00   | CHF 8.00                     | A167 351 ☉                  | CHF 0.90                          |
|            |                              | A167 352 ☉                  | <b>C5</b> (229×162 mm)            |
|            |                              | CHF 8.00                    | A167 701                          |
|            |                              |                             | CHF 1.20                          |



**Set on first day cover C6**  
A167 580 only ☉ CHF 2.90



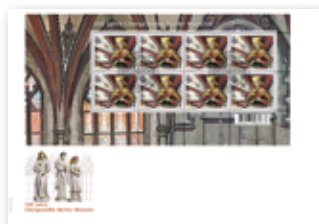
**Single stamp on first day cover C6**  
(2 covers)  
A167 600 only ☉ CHF 3.80



**Block of four on first day cover C6**  
(2 covers)  
A167 630 only ☉ CHF 9.80



**Sheetlet on first day cover C5**  
**1.00** Coat of arms  
A167 591 only ☉ CHF 9.20



**Sheetlet on first day cover C5**  
**1.00** Statue  
A167 592 only ☉ CHF 9.20



**Folder/collection sheet**  
A167 640 ★  
A167 650 ☉ CHF 2.80

Key ★ = mint ☉ = cancelled

### Sales

Philately: From 31.8.2017 to 30.9.2018,  
while stocks last  
Post offices: From 7.9.2017, while stocks last

### Validity

Unlimited from 7.9.2017

### Printing

Offset, 4-colour; Cartor Security Printing  
La Loupe, France

### Sizes

Stamps: 33×28 mm  
Sheetlet: 192×95 mm (2 rows of  
4 stamps)

### Paper

White stamp paper with optical brightener,  
matt gummed, 110 gm<sup>2</sup>

### Perforation

13¼:13½

### Design

Raphael Volery, Zurich



**First day  
cover motif**



**First day cancellation**

# The emoji takes off

Modern communication is barely conceivable without them: the countless small images and icons peppering our SMSs and e-mails known as emojis. Swiss Post is forging a bridge between the digital and the physical world with two special stamps.

The term “emoji” (pronounced “ee-mo-gee”) comes from the Japanese words for “picture” and “character”. The name has doubtless gained acceptance because of the associations it conjures up with “emotion”, a word that sounds similar in numerous European languages. These little pictures simplify communication, allowing us to

quickly and clearly show whether we mean something to be serious, or maybe ironic.

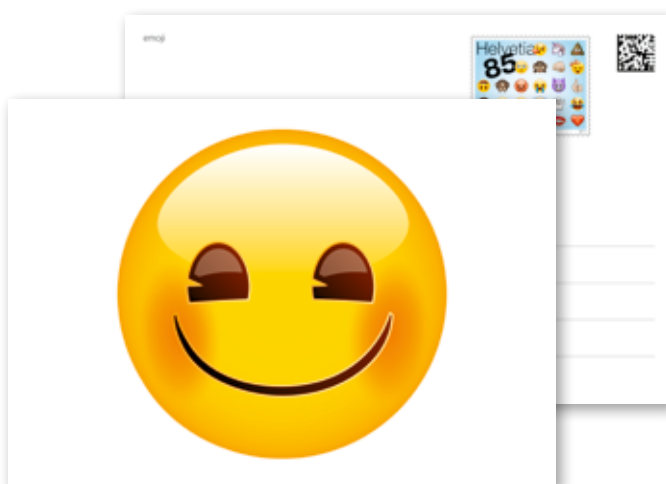
Modern-day emojis hark back to Shigetaka Kurita’s designs in 1998, when he was commissioned by a Japanese mobile phone provider to create simple, single-colour icons. These days there are a large number

of different emojis in the digital world. Apple, Google and Facebook all have their own versions which all differ in detail. emoji company GmbH owns the brand rights to emoji® and is responsible in particular for their use in analogue applications.

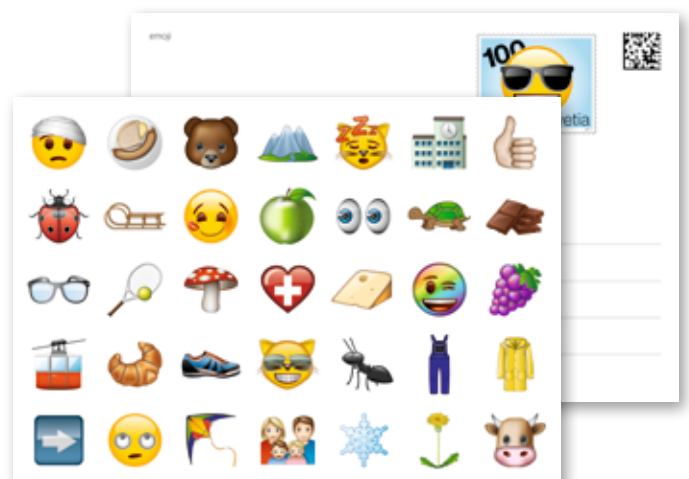


## Emojis for your wallet

The stamp booklet contains five CHF 0.85 and five CHF 1.00 self-adhesive stamps featuring the designs “Group” and “Sunglasses”.



To go with the stamps: pre-franked picture postcards.





The A- Mail stamp shows a laughing smiley wearing sunglasses, while the B Mail stamp depicts the most commonly used emojis.



## Practical – the new pre-franked envelopes

The set contains 10 envelopes with 5 × 2 motifs. The pre-printed stamp (face value CHF 1.00) can be used for A Mail letters up to 100 g within Switzerland. The envelopes are available in C5 format without windows.

The envelopes are not available individually and are not sold as part of a standing order.

Limited edition

CHF 12.–  
A161 862

## Emoji

CHF 0.85 Group • CHF 1.00 Sunglasses

Order using the enclosed  
order form or at postshop.ch

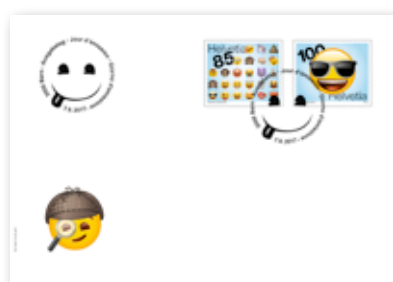
### Set

A161 150 ★  
A161 550 ☉  
CHF 1.85

### Set of blocks of four

A161 160 ★  
A161 560 ☉  
CHF 7.40

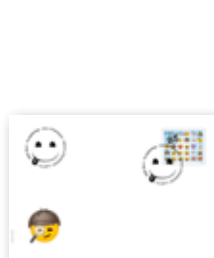
Sheet not issued



Set on first day cover C6

A161 580 only ☉

CHF 2.75

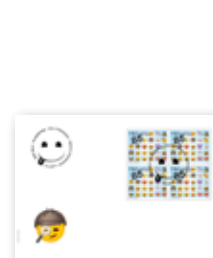
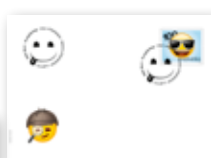


Single stamp on first day cover C6

(2 covers)

A161 600 only ☉

CHF 3.65

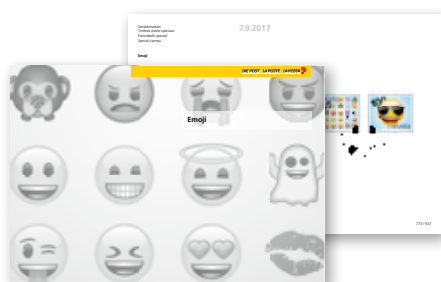


Block of four on first day cover C6

(2 covers)

A161 630 only ☉

CHF 9.20



Folder/collection sheet

A161 640 ★  
A161 650 ☉

CHF 2.65



Stamp booklet

5 self-adhesive CHF 0.85 special stamps with the motif "Group" and 5 self-adhesive CHF 1.00 special stamps with the motif "Sunglasses"

A161 300 ★  
A161 800 ☉

CHF 9.25

Unstamped  
cover C6

A161 700  
CHF 0.90

Picture postcard set

Two picture postcards  
"Emoji", face value  
CHF 0.85 and 1.00 +  
1.00 per card

A161 841 ★  
A161 846 ☉  
CHF 3.85

Key ★ = mint ☉ = cancelled

### Sales

Philately: From 31.8.2017 to 30.9.2018,  
while stocks last  
Post offices: From 7.9.2017, while stocks last

### Validity

Unlimited from 7.9.2017

### Printing

Offset, 4-colour; Joh. Enschedé, Haarlem,  
Netherlands

### Sizes

Stamps: 33×28 mm  
Stamp booklets: 254×62 mm (open),  
85×62 mm (folded)

### Paper

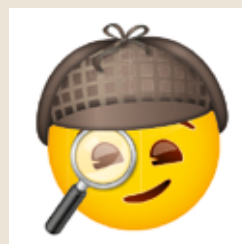
White stamp paper with optical brightener,  
self-adhesive, on backing paper, 220 gm<sup>2</sup>

### Perforation

Serpentine cut (4 sides)

### Design

Kaspar Eigensatz, Bern



First day  
cover motif



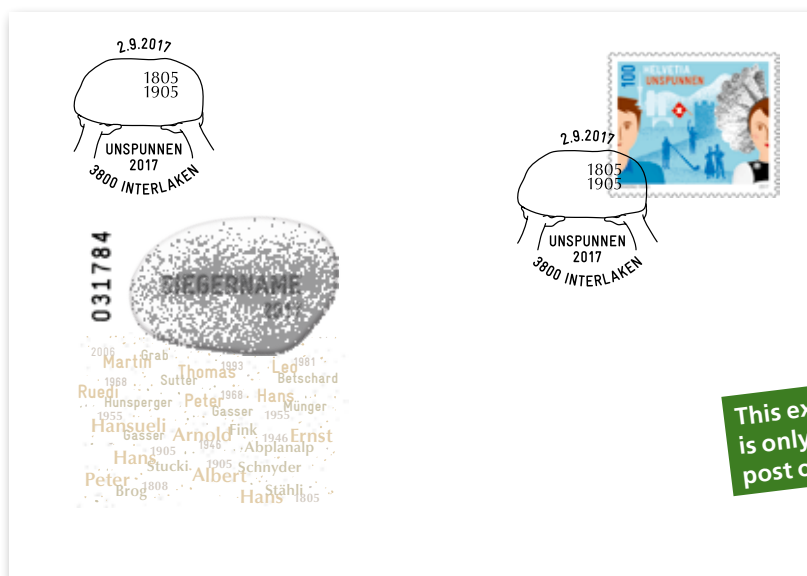
First day cancellation



Photo: Lea Wertheimer (Post)

# Exclusive and then some

After the official presentation of the special stamp, everyone impatiently awaits the actual celebrations – a limited edition is beckoning after all.



The presentation ceremony for the special stamp took place in Bern's Welle 7 urban centre on 11 May 2017. CEO Susanne Ruoff presented it to Organizing Committee President Ueli Bettler and demonstrated the scan function using the Swiss Post app. Guests enjoyed the Unspunnen film show, which put them in the mood for the upcoming festival from 26 August to 3 September 2017.

It goes without saying that a special post office will be set up on site. Mansing Tang, the designer of the special stamp, will be signing autographs at the festival on Saturday, 2 September (further details will be published in the August 2017 newsletter). Collectors can look forward to an exclusive highlight in the form of a numbered first day cover to be produced and sold in a limited edition (1500).

## Competition

Up for grabs are two admission tickets for the Unspunnen Folk Music Gala on Saturday, 2 and the Unspunnen Music Gathering (Stubete) on Friday, 1 September 2017 in the Edelweiss marquee, as well as seven sheets of "Unspunnen" stamps. **Go to [postshop.ch/focusonstamps](http://postshop.ch/focusonstamps) to enter.**

Information on the Unspunnen programme can be found at [unspunnenfest.ch/en](http://unspunnenfest.ch/en).

# When digital goes analogue



The ten best designs as selected by the project managers at Swiss Post and Zurich University of the Arts

The versatility of this stamp knows no bounds. Anyone who looks at it sees themselves. But that's not the only unique feature of this extraordinary project.

The selfie stamp owes its existence to a co-operative venture between Swiss Post and students completing a consolidation course in visual communication at the Zurich University of the Arts. The diligent bachelor's degree students (average age 22) were briefed by project leaders on the course topic of "Letter vs. e-mail". The design process pursued by the eight teams of two and seven solo aspirants was supervised by the university's lecturers. The winning design out of the ten best

submissions picked and then entered in a final round was created by Nicole Jara Vizcardo.

The young designer's concept showed how the rise of e-mail has meant that letters have become digitalized. She drew her inspiration from this and thought about how she could transfer something typical from the digital world to the format of a postage stamp. A selfie – a self-portrait taken at a specific moment and transmitted electronically – appeared

the most convincing form to her. Mirroring the zeitgeist, it is – literally – a true reflection of our society.

Silver film was used to produce this unusual stamp. The sheet of special stamps shows 20 individual stamps which form a tablet that reflects the face of the observer – the perfect symbol of the symbiosis between digital and analogue reality.



Silver foil to capture the observer's reflection was used to produce this special stamp.

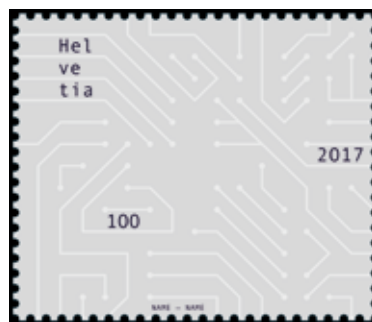


# The top designs

Below we give you an exclusive opportunity to see the creative designs and conceptual ideas of the Zurich University of the Arts students who made it into the final selection.



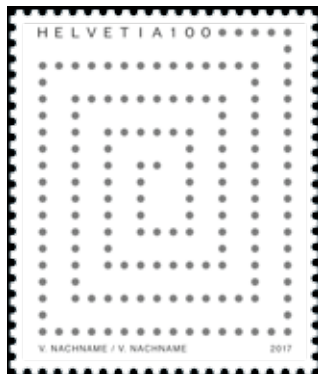
**One letter replaces 50 e-mails** by Anabel Keller.



**Printed circuit** by Miriam Brack and James Eaton. Embossed pattern.



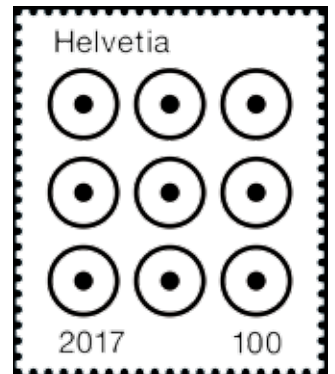
**Link** by Sebastian Bayer and Pascal Hartmann.



**Pathway** by Sebastian Bayer and Pascal Hartmann. Representation of a pathway using perforation



**Clock** by Franziska Suter and Elisabeth Suter. For the sender to draw in the time of dispatch.



**Hidden messages** by Fiona Federspiel and Meret Fischli. With fluorescent A Mail denomination.



**Enter** by Christina Walther.



**Paper plane** by Franca Sidler and Leona Richartz. Embossed pattern.



**Spam** by Jo Anna-Flavia Schmidt.



Images: Rebecca Morganti, Zurich University of the Arts

Order using the enclosed order form or at [postshop.ch](http://postshop.ch)

**Letter vs. e-mail**

CHF 1.00 Selfie

**Single stamp**

A164 150 ★  
A164 550 ○  
CHF 1.00

**Block of four**

A164 160 ★  
A164 560 ○  
CHF 4.00

**Sheet of 20 stamps**

A164 111 ★  
A164 511 ○  
CHF 20.00

Key ★ = mint ○ = cancelled

**Unstamped cover C6**

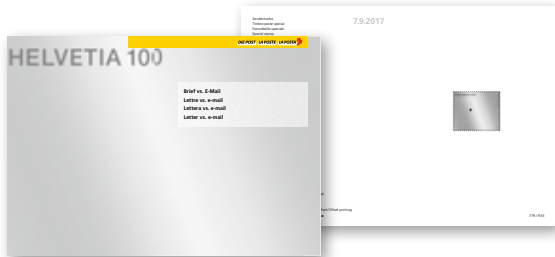
A164 700  
CHF 0.90



**Single stamp on first day cover C6**  
A164 580 ○ only CHF 1.90



**Block of four on first day cover C6**  
A164 630 ○ only CHF 4.90



**Folder/collection sheet**  
A164 640 ★  
A164 650 ○ CHF 1.80

**Sales**

Philately: From 31.8.2017 to 30.9.2018, while stocks last  
Post offices: From 7.9.2017, while stocks last

**Validity**

Unlimited from 7.9.2017

**Printing**

Offset, 2-colour; Cartor Security Printing  
La Loupe, France

**Sizes**

Stamps: 33×28 mm  
Sheetlet: 194×145 mm (4 rows of 5 stamps)

**Paper**

Silver foil, matt gummed, approx. 210 gm<sup>2</sup>

**Perforation**

13¼:13½

**Design**

Nicole Jara Vizcardo, Anglikon (student, Zurich University of the Arts)



**First day cover motif**



**First day cancellation**

# The journey continues

The second series of definitive stamps under the heading “Swiss railway stations” covers requirements for midi letters (A and B Mail), large letters (B Mail), and standard letters sent to addresses in Europe.

The legacy of railway history since the first half of the 19th century includes a huge number of constructions – ranging from bridges and tunnels, power generation plants and workshops to station buildings. Many of the latter are urban landmarks serving as transport interfaces.



## Appenzell

This time the journey begins in tranquil Appenzell (CHF 1.10). The station was built in 1886 and renovated in 1938. The building's historicist architecture blends in perfectly with the style of the village.



## Zug

In contrast, the CHF 1.30 stamp shows Zug's station at the junction of the Zurich-Lucerne and Zurich-Gothard lines. With its multi-level glass structure, what is very probably Switzerland's most modern station building is the result of an architectural competition.



## Interlaken Ost

The CHF 1.40 stamp depicts Interlaken Ost, a station served by several rail companies operating both one-metre gauge and standard-gauge trains. The elongated building in the so-called Heimatschutz style, which was designed to reflect local architecture, was built between 1919 and 1921.



## Scuol-Tarasp

The final leg takes us to Scuol-Tarasp (CHF 1.80). Renovated in 2009, the station forms the terminus of the one-meter gauge Bever–Scuol-Tarasp line opened in 1913. This building, too, reflects the indigenous architecture and incorporates a number of characteristic local elements.

### Folder and binder for collecting the set

More philatelic delights ahead. Join us as our journey through Switzerland continues in issue 4. The binder plus folder for the definitive stamp series "Swiss railway stations" will be updated and available again to collectors in the next issue.



**Binder (for all three annual issues)**



**Folder (with stamps issued in one year)**

Order using the enclosed  
order form or at [postshop.ch](http://postshop.ch)

## Swiss railway stations

CHF 1.10 Appenzell • CHF 1.30 Zug • CHF 1.40 Interlaken Ost • CHF 1.80 Scuol-Tarasp

### Set

A162 150 ★  
A162 550 ☉  
CHF 5.60

### Set of blocks of four

A162 160 ★  
A162 560 ☉  
CHF 22.40

### Sheet of 10 stamps

1.10 Appenzell  
A162 361 ★  
A162 381 ☉  
CHF 11.00

1.30 Zug  
A162 362 ★  
A162 382 ☉  
CHF 13.00

1.40 Interlaken Ost  
A162 363 ★  
A162 383 ☉  
CHF 14.00

1.80 Scuol-Tarasp  
A162 364 ★  
A162 384 ☉  
CHF 18.00



Set on first day cover C6

A162 580 only ☉

CHF 6.50



Single stamp on first day cover C6

(4 covers)

A162 600 only ☉

CHF 9.20



Block of four on first day cover C6

(4 covers)

A162 630 only ☉

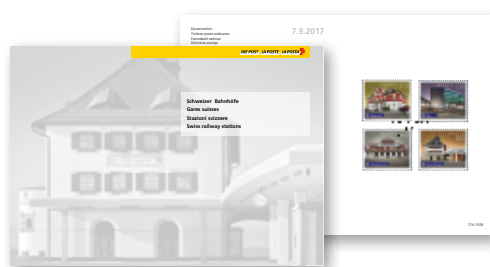
CHF 26.00

### Unstamped

cover C6

A162 700

CHF 0.90



Folder/collection sheet

A162 640 ★

A162 650 ☉

CHF 6.40

### Key

★ = mint

☉ = cancelled

### Sales

Philately: From 31.8.2017 until further notice

Post offices: From 7.9.2017 until further notice

### Validity

Unlimited from 7.9.2017

### Printing

Offset, 5-colour; Joh. Enschedé, Haarlem,  
Netherlands

### Sizes

Stamps: 33×28 mm

Business sheet: 82×198 mm (5 rows of  
2 stamps)

### Paper

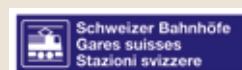
White stamp paper with optical brightener,  
self-adhesive, on backing paper, 196 gm<sup>2</sup>

### Perforation

Serpentine cut (4 sides)

### Design

Marc Weller, Bern



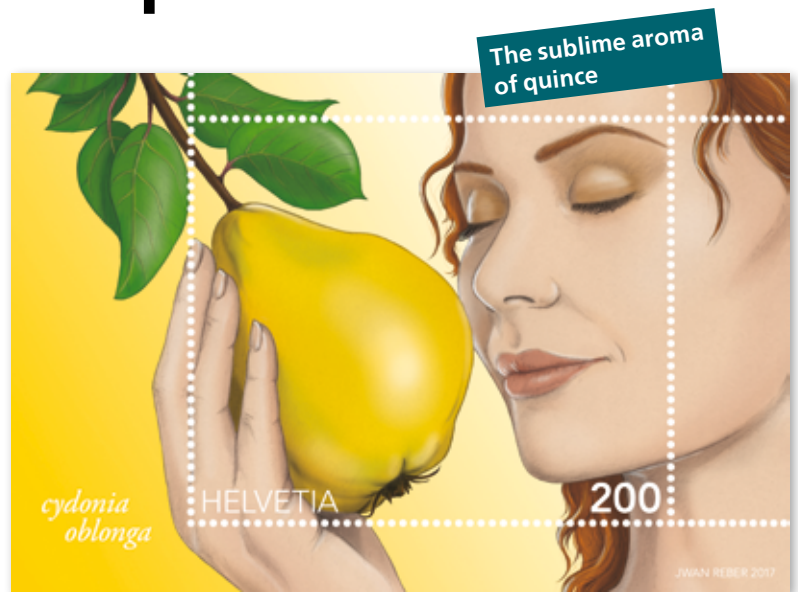
First day  
cover motif



First day cancellation

# Savour the scent of quince

The quince is Switzerland's Fruit of the Year 2017. To mark this accolade, Swiss Post is issuing a limited miniature sheet which gives off the fragrance of quince.



FRUCTUS has designated a fruit of the year each year since 2008. The charitable organization was established in 1985 as a nationwide association in Switzerland to promote a gene bank for all fruit varieties and standard orchards. The name quince derives from the Latin "malum Cydonium", or Cydonian apple; however, a connection to Cydonia on the island of Crete has not been proven.

Quince is a stone fruit. While only a few foreign varieties can be eaten raw, the quinces found in Switzerland are known for their heady, fragrant scent and the delicacies that can be prepared from them. The miniature sheet features the refreshing colour and shape of this fruit as well as its sensuous aromas: the fruit on the sheet is treated with a special varnish which releases the aroma when touched.

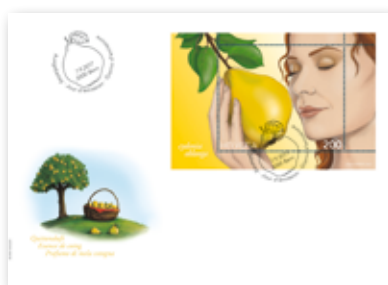
## Quince scent

CHF 2.00

### Miniature sheet

A163 315 ★  
A163 815 ○  
CHF 2.00

**Key**  
★ = mint  
○ = cancelled

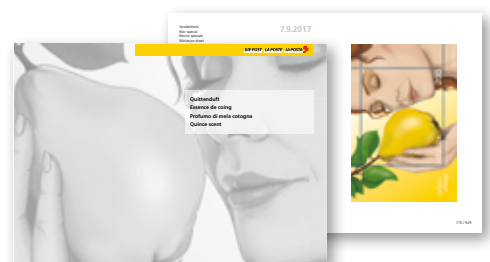


**Miniature sheet on first day cover E6**  
A163 580 only ○ CHF 3.00

### Unstamped covers

**C6** (162×114 mm)  
A163 700  
CHF 0.90

**E6** (200×140 mm)  
A163 701  
CHF 1.00



**Folder/collection sheet**  
A163 640 ★  
A163 650 ○ CHF 2.80

### Sales

Philately: From 31.8.2017 to 30.9.2018, while stocks last  
Post offices: From 7.9.2017, while stocks last

### Validity

Unlimited from 7.9.2017

### Printing

Offset printing, 4-colour, with scent; Gutenberg AG, Schaan, Liechtenstein

### Sizes

Miniature sheet: 105×70 mm  
Stamps: 65×55 mm

### Paper

White stamp paper with optical brightener, matt gummed, 110 gm<sup>2</sup>

### Perforation

11¾

### Design

Jwan Reber, Pohlern



**First day cover motif**



**First day cancellation**

# A collector's piece

"Tübli letters" was the name given by collectors to the first covers of the federal postal system pre-franked with a printed stamp. They came out in 1867, after the Geneva Post Office had begun issuing pre-franked products.

The official issue date of the "Tübli letters" was 1 July 1867. Prior to that, though, covers were sold to customers and also cancelled at a number of post offices.

The miniature sheet shows the "Zweisimmen first day cover" in the background, one of the few remaining pieces from the official first day. It displays all four values of the first issue in a fan arrangement.

The stamp itself focuses on the 10-centime value of the Zweisimmen letter cancelled on the issue date. A detail of the address written with a quill sends the observer on a journey back in time to the 19th century. The optical quality of the yellowed paper was deliberately chosen as a stylistic medium. The nostalgic aura is subtly enhanced with modern typography. The gold font lends the special stamp the unique characteristic worthy of a 150th anniversary.

## **GABRA VI "150 years of Tübli letters"**

During the GABRA VI exhibition of postal documents and stationeries, a special post office will be open in the Burgdorf Market Hall: Friday, 29 September (10 am – 7 pm) and Saturday, 30 September (10 am – 6 pm).



A look behind the scenes.  
How a stamp is made.



At [postshop.ch/focusonstamps](http://postshop.ch/focusonstamps) you will find a video showing how the miniature sheet came about, from the design concept, through the planning and production stages, up to the market launch.

## 150 years of Tübli letters

CHF 0.85

Order using the enclosed  
order form or at [postshop.ch](http://postshop.ch)

### Miniature sheet

A166 315 ★  
A166 815 ○  
CHF 0.85



**Miniature sheet on first day cover E6**  
A166 580 only ○ CHF 1.85

### Unstamped covers

**C6** (162×114 mm)  
A166 700  
CHF 0.90

**E6** (200×140 mm)  
A166 701  
CHF 1.00



### Folder/collection sheet

A166 640 ★  
A166 650 ○

CHF 1.65

### Key

★ = mint  
○ = cancelled

### Sales

Philately: From 31.8.2017 to 30.9.2018,  
while stocks last  
Post offices: Not available

### Validity

Unlimited from 7.9.2017

### Printing

Offset printing, 4-colour, and gold; Cartor  
Security  
Printing, La Loupe, France

### Sizes

Miniature sheet: 105×70 mm  
Stamps: 41×49 mm

### Paper

White stamp paper with optical brightener,  
matt gummed, 110 gm<sup>2</sup>

### Perforation

13<sup>3</sup>/<sub>4</sub>

### Design

Raphael Schenker, Zurich



**First day  
cover motif**



**First day cancellation**

# The phenomenon that

You would think that classic postcards could hardly compete against Snapchat, WhatsApp and Facebook. But a growing fan base is proving the opposite. Postcrossing – an international phenomenon.



Even though there is also a website behind this latest communication trend, it is only used for relaying contact data. On postcrossing.com you can request an address to write to plus a postcard ID allocated by the site. Next you will receive the physical address of a randomly selected member. You then send a real postcard to this person, who can be anywhere in the world. Once that person gets the card, they will register receipt. You as sender

are then added to the address list and will in turn receive a postcard – and so it continues. Once you become an active postcrosser, you'll regularly receive mail from the farthest corners of the earth. The idea was launched in 2005 by a Portuguese postcard enthusiast. The millionth postcard was registered after just three years. Today the community has more than 600,000 members in over 200 countries.

The comic illustrations on the three special stamps depict how people in Switzerland use Postcrossing to connect to the world.

Russia ranks first in terms of membership, numbering over 80,000 postcrossers. At the other end of the scale are Tuvalu, for instance, with two members, or Papua New Guinea with just one. Switzerland is in 32nd place with 2,855 members and 323,463 postcards mailed.

# is Postcrossing

On [postshop.ch/focusonstamps](http://postshop.ch/focusonstamps) you will find an interview with active Swiss postcrosser Cornelia Graf, one of the initiators of the special stamps.

Order using the enclosed order form or at [postshop.ch](http://postshop.ch)

## Postcrossing

CHF 1.00 Group in traditional costume • CHF 1.50 Cow • CHF 2.00 Alpine horn player

### Set

A160 150 ★  
A160 550 ☉  
CHF 4.50

### Set of blocks of four

A160 160 ★  
A160 560 ☉  
CHF 18.00

### Sheet of 20 stamps

1.00 Costumes group  
A160 111 ★  
A160 511 ☉  
CHF 20.00

### 1.50 Cow

A160 112 ★  
A160 512 ☉  
CHF 30.00

### 2.00 Alphorn player

A160 113 ★  
A160 513 ☉  
CHF 40.00

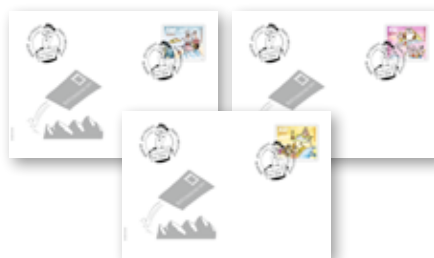
### Half sheet of 10 stamps

2.00 Alphorn player  
A160 121 ★  
A160 521 ☉  
CHF 20.00



### Set on first day cover C6

A160 580 only ☉ CHF 5.40



### Single stamp on first day cover C6

(3 covers)  
A160 600 only ☉ CHF 7.20

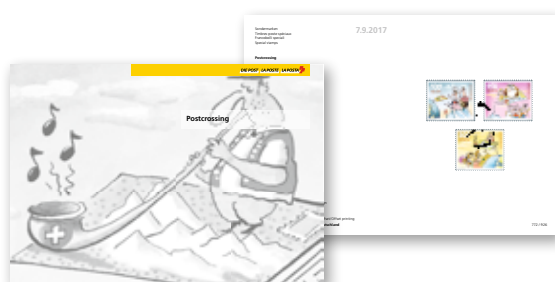


### Block of four on first day cover C6

(3 covers)  
A160 630 only ☉ CHF 20.70

### Unstamped

cover C6  
A160 700  
CHF 0.90



### Folder/collection sheet

A160 640 ★  
A160 650 ☉ CHF 5.30

### Key

★ = mint  
☉ = cancelled

### Sales

Philately: From 31.8.2017 to 30.9.2018, while stocks last  
Post offices: From 7.9.2017, while stocks last

### Validity

Unlimited from 7.9.2017

### Printing

Offset printing, 4-colour; Giesecke & Devrient GmbH, Leipzig, Germany

### Sizes

Stamps: 33x28 mm  
Sheetlet: 194x145 mm (4 rows of 5 stamps)

### Paper

White stamp paper with optical brightener, matt gummed, 110 gm<sup>2</sup>

### Perforation

13¼:13½

### Design

Max Spring, Bern



First day cover motif



First day cancellation

# Tremendous spectacle of nature

View from the Creux du Van. Photo: Roland Gerth

Between Lake Neuchâtel and the Val de Travers, on the border between the cantons of Neuchâtel and Vaud, lies the Creux du Van, a tremendous natural rock formation, impressively captured by landscape photographer Roland Gerth.

The rocky walls rise up vertically 160 metres from the valley floor, creating a four-kilometre-long stony arena that could not be more imposing. This popular tourist destination is home to chamois, ibexes, lynxes and marmots. The unique landscape, with its forests and Arctic-Alpine flora, is protected by a nature reserve spanning 25 square kilometres.

A picture by landscape photographer Roland Gerth was selected for the miniature sheet. He visited the Creux du Van on various occasions at different times of the year. For this particular photograph he spent the night there in order to capture the east-facing rocky cirque at sunrise. In Gerth's view, the fact the sky was not completely cloudless on this day con-

tributed to the special beauty of the setting. "For my landscape shots I always use a grey graduated filter that darkens the sky somewhat and evens out the contrast", he says. "The human eye does this automatically, but a camera needs a little help."

## Discovering the Creux du Van on foot

As spectacular as the rocky cirque looks, it can safely be crossed in around four-and-a-half hours. That said, you need to be fairly fit to handle the 950-metre climb. The trail begins at Noiraigue.

Further information can be found at [wanderland.ch](http://wanderland.ch), [myswitzerland.com](http://myswitzerland.com) and [neuchateltourisme.ch](http://neuchateltourisme.ch)



Order using the enclosed  
order form or at postshop.ch

## Creux du Van

CHF 1.00

### Miniature sheet

A165 315 ★

A165 815 ○

CHF 1.00

### Key

★ = mint

○ = cancelled



### Miniature sheet on first day cover E6

A165 580 only ○

CHF 2.00

### Unstamped covers

C6 (162×114 mm)

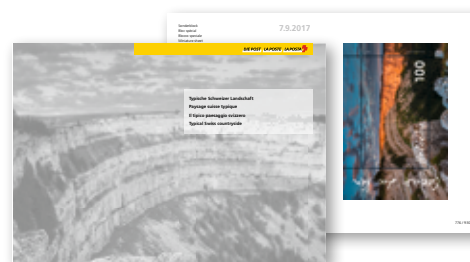
A165 700

CHF 0.90

E6 (200×140 mm)

A165 701

CHF 1.00



### Folder/collection sheet

A165 640 ★

A165 650 ○

CHF 1.80

### Sales

Philately: From 31.8.2017 to 30.9.2018,  
while stocks last  
Post offices: From 7.9.2017 (Neuchâtel region  
only), while stocks last

### Validity

Unlimited from 7.9.2017

### Printing

Offset, 4-colour; Cartor Security Printing  
La Loupe, France

### Sizes

Miniature sheet: 105×70 mm  
Stamps: 75×45 mm

### Paper

White stamp paper with optical  
brightener, matt gummed, 110 gm<sup>2</sup>

### Perforation

13½

### Design

Photography: Roland Gerth, Thal  
Graphics editing: Prolith AG, Schönbühl



### First day cover motif



### First day cancellation

# The Churfirsten on handmade paper



The “Churfirsten” special stamps issued on 11 May 2017 (featured in Focus on stamps 02/17) attracted a great deal of interest – and not only among collectors. Bernadette Baltis, the designer of the special stamps, produced a matching art print for Swiss Post. The picture was printed on handmade paper (240 g/m<sup>2</sup>).

The sheet measures 60 × 33 cm, the picture approx. 54 × 12 cm.

Every one numbered by hand, each of these works of art represents a unique piece signed by the artist (limited edition of 200).

Prints are delivered unframed and packaged in a cardboard tube. The price per

print (including dispatch within Switzerland or Liechtenstein) is CHF 139.–. Unfortunately, prints cannot be delivered outside Switzerland and Liechtenstein.

**Don't miss it!**  
Limited edition.

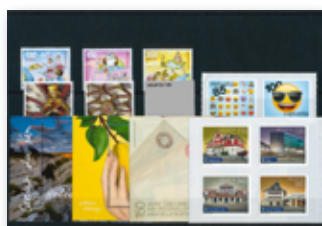


**CHF 139.–**  
A151 900

# Colourful stamps selected for you

## Annual and special products

Order using the enclosed  
order form or at [postshop.ch](http://postshop.ch)



### Set of single stamps, 3/2017 edition

The single stamps, sets and miniature sheets in the 3/2017 issue of 7.9.2017 are displayed on a free A5 backing card and protected with cellophane wrapping.

A159 150 ★

A159 550 ○

CHF 18.80



### 2016 year set

All 48 Swiss stamps for the year (without special event stamp), clearly laid out on handy display cards with transparent protective sleeve.

A123 320 ★

A123 820 ○

CHF 59.75



### 2016 year book of Swiss stamps

As a valuable contemporary document, the year book presents all 49 Swiss stamps (including the special event stamp) along with all the first day cancellations and an exclusive black print, on more than 100 pages in four languages (Ge/Fr/It/En).

A124 830 ★

A124 831 ○

CHF 69.00



### Set of first day covers, 3/2017 edition

The first day covers with individual stamps, sets and miniature sheets in the 3/2017 issue of 7.9.2017 are combined in one free cover.

A159 580 only ○

CHF 26.30



### 2016 year set of first day covers

All 26 first day covers (FDCs) of the year (without special event stamp) – including the single stamps, sets or miniature sheets with the respective first day cancellations.

A123 530 only ○

CHF 88.45

## Stamp collector starter set



Everything you need for collecting stamps packed in a yellow rucksack (41x33 cm):

- Collection poster with instructions on how to collect stamps (A3)
- FRED & FUN collection booklet for young collectors
- Display cards
- Drying book
- Magnifying glass
- Tweezers
- Perforation gauge
- Used stamps for soaking off
- Stamp catalogue
- Information about subscribing

1558 901 (German)

CHF 29.00

The Stamp collector starter set can only be delivered in Switzerland and Liechtenstein.

## 2018 stamp catalogues

The new catalogues  
are here



### Zumstein Switzerland/Liechtenstein/UN Geneva

German/French

A168 725

CHF 35.00



### Swiss Stamp Dealers Assoc. Switzerland/Liechtenstein/UN Geneva

German/French

A168 787

CHF 37.00

The stamp catalogues can only be delivered in Switzerland and Liechtenstein.

# Swiss Stamps Catalogue (SBK) – 2018 Edition

Official Association Catalogue in Cooperation with the Swiss Post

The new edition of the association's only official catalogue will surprise you with many new and extended features. It lists all stamps of Switzerland, Liechtenstein and of the UN Geneva. An enormous range of specialized knowledge with thousands of pictures and about 50'000 values on nearly 1'000 pages!

**With the purchase of the SBK you will get a free entry ticket to the Mubaphil worth CHF 7.00. In addition, you will have the chance to win more than 100 prizes with a total value of more than CHF 10'000.00 with every order of the SBK. As for example a weekend for two at the Lido Hotel in Lugano, dinner and breakfast included. You can find the participation form enclosed with your order or on [www.sbhv.ch](http://www.sbhv.ch).**



☐ The SBK will be published on 1<sup>st</sup> September and costs CHF 37.00. I herewith order .... copies on account

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T. Joss, Birkenstr. 7, CH-4304 Giebenach  
Or email: [multiprint.joss@bluewin.ch](mailto:multiprint.joss@bluewin.ch)



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